DOCUMENT RESUME

ED 428 819 JC 990 181

AUTHOR	Conklin, Karen A.
TITLE	JCCC's Environmental Scan: Results of Focus Groups Conducted with Johnson County Residents.
INSTITUTION	Johnson County Community Coll., Overland Park, KS. Office of Institutional Research.
PUB DATE	1999-03-00
NOTE	25p.
PUB TYPE	Reports - Research (143) -- Tests/Questionnaires (160)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Community Colleges; Distance Education; Educational Assessment; Educational Improvement; Educational Technology; *Focus Groups; Participant Satisfaction; *School Effectiveness; *Student Needs; Two Year Colleges; World Wide Web
IDENTIFIERS	*Johnson County Community College KS; *Student Community Relationship

ABSTRACT

This report presents questions and typical responses from focus group discussions conducted at Johnson County Community College (JCCC, Kansas) in March 1999. A total of 23 individuals of varying ages from all geographic regions in Johnson County participated in three focus groups, designed as a follow-up to a phone survey about constituency perceptions and opinions of the college. Participants voiced suggestions for how JCCC could better meet the educational needs of Johnson County residents. Many participants expressed a generally favorable impression of JCCC, but were unaware of programs and services, other than transfer and career preparation, detailed in the college's mission statement. Advertising and marketing generated the most discussion, with the general consensus being that the college's marketing efforts need to be enhanced. Participants suggested more effective use of flyers, radio and newspaper advertisements; targeting of specific groups; and expanded use of the Internet. Technology was of great interest to all three groups, with discussion centered around the availability of computer courses and labs, expanding distance learning opportunities, and expanding World Wide Web use for both information and registration. Appended are a participant recruitment form, focus group script, and participant response survey. (AS)

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ED 428 819

JCCC'S ENVIRONMENTAL SCAN:

RESULTS OF FOCUS GROUPS CONDUCTED

WITH JOHNSON COUNTY RESIDENTS

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K. Conklin

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March 1999

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JCCC'S ENVIRONMENTAL SCAN:

RESULTS OF FOCUS GROUPS CONDUCTED

WITH JOHNSON COUNTY RESIDENTS

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As a component of the overall Environmental Scan initiated by the JCCC Board of Trustees in fall 1998, three focus groups were conducted on the evenings of Monday, March 8, Tuesday, March 9, and Wednesday, March 10, 1999. These focus groups were designed to provide depth and breadth to the information resulting from the November 1998 telephone survey on constituency perceptions and opinions of the college, and to garner suggestions for how JCCC could better meet the educational needs of Johnson County residents.

Methodology: Focus group participants were recruited by staff members at ETC Institute from unused listings in the stratified random sample of Johnson County residents which was purchased for the telephone survey. A total of 23 individuals of varying ages from all geographic regions of Johnson County participated in these focus group discussions. Two of the groups consisted of seven individuals each, and one focus group was comprised of nine participants. Twelve of the participants were female and 11 were male. The focus groups were all conducted at the ETC Institute facilities in Olathe, Kansas. Videotapes and audio cassettes of each session were supplied by ETC Institute and are available in the Office of Institutional Research for those desiring an opportunity to review any or all of the focus group discussions.

Discussion Highlights: A summary of questions and typical responses resulting from the focus group discussions begins on page 5. Questions presented to the group were designed to elicit additional information about how participants first learned about JCCC and how best to communicate with them about upcoming events, services, and educational opportunities. Participants were queried to determine how aware they felt county residents are of the college's mission, how important each segment of the mission statement is, and how well JCCC is accomplishing these stated goals. Other topics of discussion dealt with specific areas in which participants would like to see the college expand, types of courses or learning opportunities that would be of most interest, and whether participants would enroll at JCCC, recommend JCCC to friends, or encourage their own children to enroll--in other words, their honest opinion of the college.

All of the focus group participants expressed a generally favorable impression of JCCC. Although participants were aware of the transfer and career preparation functions performed by the college, many participants were unaware of other programs and services detailed in the college's mission statement. When these other programs and services were explained, support was strong for continuing to offer them. Participants uniformly expressed the opinion that as a whole the functions detailed in the mission statement fulfilled the role of the college in meeting the needs of the entire community and thus were important functions for JCCC to perform.

Advertising and marketing generated the most discussion, with the general consensus being that the college's marketing efforts needed to be expanded and enhanced. Many suggestions for more effective use of flyers, radio and newspaper advertisements, targeting of specific groups, and expanded use of the Internet were offered and are detailed in the following section of this report.

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Participants felt that the JCCC presence has had a beneficial and far-reaching impact throughout the college's service area, and that examples of this impact should be provided to the community. Furthermore, the college was urged to advertise all facets of JCCC's mission and philosophy in a way which would ensure that more members of the community would understand the many functions the college performs and the quality JCCC has to offer.

Technology was of great interest to all three groups. Discussion centered around the availability of computer courses and labs, expanding distance learning opportunities, and the need for expanding website use (both for information and registration). These were all seen as important priorities for the college.

Off-campus credit class sites were viewed as a positive addition to the college's educational offerings. Several participants suggested that providing counseling and child care at off-campus sites may substantially improve both the opportunities for participation in these classes and the efficiency of educational planning and decision making for future JCCC students.

At the close of each focus group session a short survey designed to capture the opinions of participants in writing was administered. A table detailing results of this written survey may be found on page 13 with verbatim comments following. Highlights of findings were:

* All participants agreed that JCCC does a good job of meeting the educational needs of the county.

* All participants agreed that JCCC should advertise more and expand many of its programs and services in order to keep up with the growing county population.

* All participants agreed that JCCC should expand the use of technology to better meet the needs of county residents.

* Most participants agreed that as a whole JCCC is doing a very good job, offers a good variety of events in the college's theaters, and is preparing students well for new jobs or for upgrading their job skills.

* Most participants agreed that JCCC should offer more off-campus classes around the county as well as more TV-type distance learning opportunities.

* Only 17% of respondents agreed that JCCC should charge more tuition to ease the burden on taxpayers.

Copies of the participant recruitment documents, the focus group script, and the written survey are located in Appendix A. Special thanks to Martha Pledge for serving as note taker and transcriber for these sessions.

How did you first learn about JCCC?

It's a big presence in the community. How can you live here and not know about the college?

From my high school and continuing education catalogs.

Real estate agent pointed out JCCC. It was a good selling point, to have higher education available.

My tax bill.

Catalog in the mail; driving by, of course.

High school choir performed there.

Coached AAU basketball tournament there; attended children's events at JCCC.

How aware do you think most people are of the variety of programs, events, and courses offered at JCCC?

I am very aware of the college. I was scheduled to attend the first class at JCCC.

No one could live in the county and not know about JCCC.

JCCC is one of Johnson County's major features.

Not aware of the scope of offerings available, particularly developmental education.

Not aware of the CLEAR program or the literacy/reading program.

Not aware of the offerings off-campus. [**Note**: Participants from Spring Hill or Gardner were all aware of the existence of off-campus sites].

There is a belief that it's just a transfer institution.

Johnson County residents are very family oriented--time and resources are budgeted around children.

There is a belief that JCCC should be a 4-year school, people are not aware of its mission.

How aware do you think most people are of the variety of programs, events, and courses offered at JCCC? (Continued)

When my child attended JCCC, there was a negative perception in the community that it was not as good as attending a 4-year college, but I feel very positive about their experience.

Not aware of completer programs (2+2). They need more marketing.

How important do you think it is for JCCC to be doing all of these programs, events, and courses?

It's important to touch all ages, all interests, to serve the entire community.

A community college should meet the needs of the entire community.

Direct key classes to particular fields for enhancement—professional and personal growth.

Young people especially need the extra push in the direction the Career Center provides. It should help users to draw the line between classes being required and the job/real world.

The Career Center purpose could be met by outside agencies or headhunters.

The literacy program and Project CLEAR fulfill the role of "community" in community college.

The entire community benefits from the special needs programs.

The college should continue to focus on the entire community, not just 18 and 19 year olds.

JCCC provides a close-to-home, affordable start for college.

How well do you think JCCC is doing all of these program, events and courses?

Indirect knowledge says the graduates are well prepared in both the transfer and career program (I have 3 friends who attended JCCC).

It is important to have good counselors to provide direction so students don't jump around so much, but obtain a degree.

Stress the need for transfer students to check with their counselor for articulation agreements/ transfer viability.

General education/transfer programs are done very well The technical/career programs are not as thorough or specific as a corporate program (e.g., IBM).

How well do you think JCCC is doing all of these program, events and courses?
(Continued)

Wearing so many hats is important, but can JCCC do all of these things well?

Financial aid is extremely important.

JCCC is a great college; my entire family has attended JCCC at one time or another.

The general education teachers were very open, very good.

The businesses in the area appreciate the facility and the interaction with businesses in the community.

The public perception is positive. It is a broad-based institution that touches all ages.

In your opinion, what would be the best way to communicate with county residents about upcoming events and educational opportunities?

Word of mouth is the best communicator for the college.

Inform the public. JCCC needs to reinforce the information that the tax levy will be lowered due to the reappraisal windfall.

Local students need to realize the national reputation JCCC enjoys. This would make them feel better about attending. They need to realize there is a large number of students, diverse times and availability of classes. It is not just like going to high school.

Direct mailings are important.

Direct mail blankets the community better than radio. The catalogs can be set aside to look at later.

Use a magazine format for the catalog. Have teasers on the cover to draw people into read about the difference resources and programs offered at JCCC. The money is already being spent to send the catalog, just change the format.

Normally, unless there is a class I know I want to find out about, I toss the catalog. I'm just too busy, but I know I miss opportunities because of this. The catalog is too bulky.

A flyer giving a rundown of events, classes, and other opportunities with a way for a person to request the catalog if interested is a good idea.

Advertise on radio stations: 933, 957, 949, 980, 710.

In your opinion, what would be the best way to communicate with county residents about upcoming events and educational opportunities? (Continued)

Place flyers in businesses (bookstores, libraries, grocery stores). I have not seen any flyers or posters. Seniors and parents of young children grab Johnson County Parks and Recreation catalogs as soon as they hit these places. Advertise programs and events in there.

Write a series of articles on the traditional, the 20+, 30+, 40+, etc. student at JCCC. Run it in the school sections of the *Star*, the *Sun*, the *Olathe Daily News*, *College Blvd News*, etc.

Have short radio spots saying, "Did you know JCCC offers . . . " much like the list of programs, events and courses mentioned earlier.

Advertise on appropriate radio stations to reach the target group. To reach adults, advertise on KCMO, Oldies 95, 61 Country. To reach younger population, advertise on 1033, 933.

Television ads provide name recognition only, which is not a problem in Johnson County. They are a waste of money for the college.

Radio captures an audience in the car.

Advertisements need to promote the idea that it (enrolling at JCCC) is a good way to get 1 or 2 years taken care of before they make up their mind or go on to a particular profession.

Advertise in the local papers (especially those near an off-campus location). Give a long-range schedule, then remind people of the enrollment deadline a week or so beforehand.

Give literature to companies that hire and bring in out-of-state employees. The reputation of JCCC should be a strong selling point for transferees.

Career days/job connectors at local schools should have a JCCC presence. KU employee who attends says she has never seen JCCC at one.

Target meetings of people geared to a particular program offered (business and social meetings).

Need to hire an individual to market in high schools and businesses, and to do a follow-up every six months.

Contact the human resources departments of area businesses to get relevant JCCC class information printed in their in-house and/or mailed company newsletters.

Advertise your website—make your e-mail address known.

In your opinion, what would be the best way to communicate with county residents about upcoming events and educational opportunities? (Continued)

When a big event or well-known person attracts people to the college, take advantage by giving the website address in the reviews and advertisements.

Link JCCC's website with others. Provide, as a service, help in applying to other institutions. That would bring people into JCCC's website

Get a listing on **kansascity.com** so people can link to the JCCC site easily.

Both websites and flyers need to be simple and catchy to pique people's interest immediately.

The school athletic programs need more promotion. For example, the softball team was third in the nation last year, but unknown to the community as a whole.

Businesses with co-op agreements could be provided with a tag/sticker announcing, "Proud Supporter of JCCC."

Give every student who enrolls a bumper sticker with the sunflower logo. The lack of a mascot, t-shirts, hats, etc. generate no rallying point, and seem to show a lack of pride. If the logo became more common, the negative image resulting from first using these items could be reversed.

Hold Open Houses: at the off-campus locations and also on campus, one in the spring geared toward high school students and one in the fall for the entire community.

All participants at youth events and their children are exposed to JCCC--get them there!

Scout events, Science Olympiad and other youth events expose the population early. You need to do six to ten of these events every year.

Add JCCC to the United Way volunteer list. This would provide one more place people would see the JCCC name and give some word-of-mouth exposure.

In what specific areas would you like to see the college expand?

Expand all areas. Emphasize the technology offered. This would help with the perception of both JCCC and Johnson County of those outside the immediate area.

Expand the professional/career programs available, but not necessarily just associate's degrees.

Offer more vo-tech/trade programs.

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In what specific areas would you like to see the college expand? (Continued)

Parking on campus is a problem, especially the lighting in the parking areas at night

Reach out to nursing home or assisted living facilities with continuing education classes.

Offer computer courses, especially introductory courses, on weekends and evenings.

Offer a beginner computer class—on JCCC's TV station or on-site for free. Use it as a loss leader to advertise follow-up classes. This would be a great public service and good public relations as well.

Offer other free, "communiversity" classes--CPR, child care, etc.

Expand Internet marketing to meet the needs of outlying areas without having to build or rent.

The computerized enrollment and computerized grades are a welcome addition.

Distance learning expansion would be great.

The ability to stay at home and still complete courses is a valuable tool. It would reach both those who prefer to stay home after work and the stay-at-home moms.

Anytime you can make classes (credit and noncredit) more accessible to the community, it's a good idea.

Having JCCC become a 4-year institution would be good.

Off-campus locations are really important.

The campus is maxed out during prime hours, so off-campus sites are necessary.

I would like to see an education degree offered through one of the 2+2 programs. Use JCCC facilities, and some JCCC instructors. No degree in education is currently provided locally, except through private, expensive institutions.

How do you think most people in Johnson County view the college—how do you think they would describe it?

JCCC is viewed as an asset for the community.

The thing heard most often on the positive side about JCCC is, "It's a really good school." The thing heard most often on the negative side is, "There is a parking problem."

What is *your* opinion of the college?

As a taxpayer, I see it as a benefit to the community.

The facility is beautiful. It is tax money well spent, and the community is proud of it. Remember to keep the aesthetics of the campus through proper landscaping.

The study areas (both inside and outside) are great. They give the campus personality.

I really like the consumer-based attitude. It's unlike most 4-year institutions.

JCCC is a big, beautiful campus. The college needs to reinforce how economically beneficial it is to the county.

Taxes paid to build the college are paid back many times over.

Would *you* enroll in classes at JCCC?

I would attend JCCC because of its reputation (agreement from all participants via nods, etc).

The individual attention is great! It's especially helpful for students who need special help.

Would you consider encouraging your own children to attend JCCC after high school? Why or why not?

The lack of a social life and nonresidential atmosphere discourages kids from attending.

Several of my children attended; care needs to be taken to make sure credits are transferable.

The articulation agreement is important.

What types of courses or learning opportunities would be of most interest to you or a member of your family?

Provide teacher recertification courses—mini courses are also a good idea.

Personal finance classes are important.

The support for students having problems is great—pre-testing, remedial, and various labs build confidence and therefore success. These are not available at a 4-year institution.

There is a shortage of trained vo-tech (trade) applicants at area manufacturing sites—pipefitters, boilermakers, electronics, plumbing, and machinist. The college needs to tie the computerization to the vo-tech program.

In your opinion, what should be the role of JCCC in education in the community?

Career education, upgrading skills for work, and vo-tech training are the most important roles the community college should fill.

Access to higher education in the lending library (how-to tapes and books), speakers, events, continuing education are also important.

Reach out to those on the low economic rung. Provide scholarships, free child care, and job training The college could make them productive, contributing members of society.

Should student services like financial aid, counseling, child care, career planning, etc. be offered at the off-campus sites? Why or why not?

Provide flyers with general information at all the off-campus sites for ease in distribution.

It seems the demographics would support a need for child care at the off-campus sites. With the average JCCC student's age at 27 and the number of children living in the county, it appears a need exists, especially in western Johnson County.

Most students attending the off-campus sites are adults, so child care availability is a good idea.

	Number of Responses	Agree	Neutral	Disagree	Mean
JCCC does a good job of meeting the educational needs of county residents	23	100.0%	0.0%	0.0%	4.65
JCCC should advertise more so people know what is available	23	100.0	0.0	0.0	4.61
JCCC should expand many of its programs and services to keep up with the growing Johnson County population	23	100.0	0.0	0.0	4.61
JCCC should expand the use of technology to better meet the needs of county residents	23	100.0	0.0	0.0	4.52
County residents as a whole think JCCC is doing a very good job	23	87.0	13.0	0.0	4.35
JCCC offers a good variety of events in the college's theaters	23	87.0	13.0	0.0	4.30
JCCC should offer more off-campus classes around the county	23	87.0	13.0	0.0	4.26
JCCC does a good job preparing students for new jobs or upgrading their skills	23	78.3	21.7	0.0	4.13
JCCC should be offering more TV-type distance learning opportunities	23	52.2	47.8	0.0	3.87
JCCC should charge more tuition to ease the burden on the taxpayers	23	17.4	56.6	26.0	2.87

[1]Note Data were collected utilizing a 5-point scale ranging from "strongly agree" to "strongly disagree." Thus, the "agree" data includes "strongly agree" and "somewhat agree" responses combined, and the "disagree" data includes "somewhat disagree" and "strongly disagree" responses combined.

WRITTEN SURVEY VERBATIM COMMENTS

Please provide any additional comments or suggestions which will assist us in meeting the needs of Johnson County residents.

02 Classes on the Internet would be a valuable asset to the college. Videos (on cooking, bridge, gardening, computers, etc) to rent would also be very valuable.

03 My daughter stated it was sometimes hard to get involved in the college because she did not know anyone JCCC doesn't have sororities, fraternities, etc.

04 Walt Klarner is the best teacher I've ever had I believe this is his last semester He deserves a parade in his honor, at least JCCC needs more teachers like Walt.

06 Regarding #8 (JCCC should advertise more so people know what's available) use the radio stations: 95FM, oldies; 61AM country.

07 Advertise your off-campus facilities and assistance in these places more.

08 I think the parking is a problem and always check to see if the class I am taking is also offered off-campus.

09 Keep expanding and use the taxpayer's money in an intelligent way.

10 I think it is important to keep your name in the news--radio, fliers, etc. People who are interested in what you have to offer will respond.

14 JCCC services a special need in the community. Any efforts to augment or expand these services is appreciated and supported.

16 I agree that JCCC needs to find a way to better educate Johnson County residents on what they offer. I believe most people are aware of JCCC, but don't realize what the college could do for them, whether through education, theater, etc. The word to get out is that JCCC is not <u>just</u> for education.

17 Johnson County Community College should advertise and offer more cooperative degrees, whether it is through companies or other colleges. I also think that there should be a way to enroll and look at different continuing education courses (credit or noncredit) through the computer. JCCC should offer more Internet courses or a degree that you could do at home. They should also offer their TV courses on other cable channels (not just JCCC's).

Additional comments or suggestions which will assist us in meeting the needs of Johnson County residents (Continued)

18 Offer more programs to aid in career planning for students searching for a career direction or a change in career path. Offer more on-campus activities for younger students to get to know more people and feel a part of the student body.

19 Work more closely with local school districts to offer assistance in all the transition areas after high school, including help for students in finding out about ALL options (military, other colleges, vo-tech, etc.). By offering this, JCCC would be a life-transition clearing house.

20 I think that another way of advertising would be to do a quarterly flyer that would be sent to local schools in the area telling about your events or upcoming attractions.

21 The college does a wonderful job meeting the needs of the county. However, in our diverse area, assessing the needs is probably a constant challenge. The county residents would probably be excited about JCCC if they were aware of their success in their many diverse areas and the sports field, also.

22 I would like to have more focus on senior citizens and a program gauged for their level of learning, especially in the computer and technology area. This was not available during their college days or exposure to the outside world.

23 Taxes are an issue in the county. Everyone is for increasing benefits until they learn the cost. Publicity, publicity, publicity! More newsletters, fliers and notices. Don't rely on the catalog to get the word out.

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APPENDIX A

Participant Recruitment

Focus Group Script

Written Survey

SCRIPT FOR RECRUITMENT OF ENVIRONMENTAL SCAN COMMUNITY FOCUS GROUP PARTICIPANTS

1. Hello, may I please speak to [READ NAME]

   YES/PARTICIPANT ANSWERED THE PHONE: [READ INTRODUCTORY STATEMENT]

   NO: My name is_____and I'm calling on behalf of Johnson County Community College. Can I reach [NAME] at this number?

   YES: When would be a good time for me to call back?

   NO: It's important that I talk to [NAME]. Do you have a telephone number where I can reach (him/her)?

2. INTRODUCTORY STATEMENT: My name is _____and I'm calling on behalf of Johnson County Community College. You were selected as a potential participant for a focus group discussion to help us learn more about Johnson County residents' perceptions and opinions of the college. We are offering $25 to those selected to participate in one of the focus group discussions. We will be meeting at ETC Institute in Olathe on [DAY AND DATE] at [TIME] for about an hour. Would you be interested in participating in this focus group?

   NO: I'm sorry it won't work out, but thank you for your time.

   YES: Do you consider yourself fairly familiar with Johnson County Community College so you would be in a position to discuss the value of and need for some of its programs and services?

   NO: I'm sorry it won't work out, but thank you for your time.

   YES: A letter will be mailed to you about a week prior to the focus group meeting to confirm your participation, let you know where to park, and give you directions to where the focus group will be meeting. May I ask your age for our records, please?_____Thank you for your help!

3. GENERAL INFORMATION FOR CALLERS: Each of the three sessions should have 12 participants scheduled. Be sure to schedule only Johnson County residents who consider themselves familiar enough with the college to be of value in providing input to the group. Try to balance each session with regard to gender, age, and ZIP code if at all possible. Enter information on appropriate participant sheet for each qualifying individual. FAX completed sheets to Karen Conklin at 469-4481.

RECRUITMENT OF SESSION 1
ENVIRONMENTAL SCAN COMMUNITY
FOCUS GROUP PARTICIPANTS

MONDAY, MARCH 8, 1999, 7:00 TO 8:30 PM

	Name	Address, including City & ZIP Code	Phone No.
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			

RECRUITMENT OF SESSION 2
ENVIRONMENTAL SCAN COMMUNITY
FOCUS GROUP PARTICIPANTS

TUESDAY, MARCH 9, 1999, 7:00 TO 8:30 PM

Name	Address, including City & ZIP Code	Phone No.
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

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RECRUITMENT OF SESSION 3
ENVIRONMENTAL SCAN COMMUNITY
FOCUS GROUP PARTICIPANTS

WEDNESDAY, MARCH 10, 1999, 5:00 TO 6:30 PM

Name	Address, including City & ZIP Code	Phone No.
1.		
2.		
3.		
4.		
5.		
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9.		
10.		
11.		
12.		

ENVIRONMENTAL SCAN
COMMUNITY FOCUS GROUP SCRIPT
Spring 1999

Welcome to the session. I'm Karen Conklin, Market & Survey Research Analyst here at the college, and this is _____. We are here to discuss your perceptions and opinions of Johnson County Community College--what the college is doing right, what else we should be doing, and so forth.

There are no right or wrong answers, but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said. Please speak up, and only one person should talk at a time. We are taping the session because we don't want to miss any of your comments. If several are talking at the same time, the tape will get garbled and we'll miss your remarks.

We will be on a first-name basis. However, there will not be any names attached to comments in our reports, so you may be assured of complete confidentiality. Keep in mind that we're just as interested in negative comments as positive comments. At times, the negative comments are the most helpful.

Let's take a minute to just go around the room and introduce ourselves before we begin. Please also tell us a little bit about your experiences with Johnson County Community College as well.

ENVIRONMENTAL SCAN
COMMUNITY FOCUS GROUP SCRIPT

ADVANCE ARRANGEMENTS

Name tags made up in advance with first names printed clearly to be read at a distance.
Recorder to bring and disseminate name tabs.
Master list of all participants--recorder to cross off as the arrive.
Gratuities in envelopes for each participant--recorder to disseminate.
Short written survey to be filled out by participants at end--facilitator to disseminate.

DISCUSSION OUTLINE

1. Introduction: See separate page

2. How did you first learn about JCCC? (***Prompts***: From friends, neighbors, co-workers/Saw it driving by/From direct mailings/TV ads/radio ads or announcements/newspaper or magazine ads, etc.)

3. How aware do you think most people are of the variety of programs, events, and courses offered at JCCC? (***Prompts***: General education for transfer., associate degree preparation, career education, continuing ed./community services/cultural education for personal and professional growth, developmental ed., student services, cooperative partnerships, and programs for promoting economic development)

   A. How important do you think it is for JCCC to be doing all of this (from Q3 prompts)?
   B. How well do you think JCCC is doing all of this (from Q3 prompts)?

4. In your opinion, what would be the best way to communicate with county residents about upcoming events and educational opportunities? (***Prompts***: TV or radio ads--which channels or stations?, direct mail--what type of brochure or mailing are most people likely to actually read?, newspaper or magazine ads--which papers or magazines? posters or flyers--distributed where?.

5. In what specific areas would you like to see the college expand? (***Prompts***: More general ed., degree preparation, career education, continuing ed., community services, cultural education, student activities and clubs, developmental education, student services, child care, food services, student housing, theater performances, cooperative partnerships for economic development, distance learning opportunities, international partnerships, etc.)

6. How do you think most people in Johnson County view the college--how do you think they would describe it?

   A. What is <u>your</u> opinion of the college?
   B. Would you enroll in classes here?
   C. Would you consider encouraging your children to attend JCCC after high school?
   D. Why or why not?

7. What types of courses or learning opportunities would be of most interest to you or a member of your family?

8. In what ways do you feel JCCC is <u>not</u> meeting the needs of Johnson County residents?

<u>Time Permitting</u>:

9. In your opinion, what should be the role of JCCC in education in the community? (***<u>Prompts</u>***: In what ways should JCCC be involved with the business community & economic development? In what ways should JCCC be involved with the K-12 schools? Are there other areas in which JCCC should become involved (more cultural offerings, bringing in controversial speakers, taking a more active role politically, becoming more involved in the international educational marketplace, etc.)

10. As far as you know, are the off-campus sites JCCC utilizes for various credit and noncredit classes offered in enough different locations so it's convenient for anyone interested in enrolling?

    A. Should courses be offered in more locations? If so, where?

    B. Should student services like financial aid, counseling, child care, career planning, etc. be offered at these sites? Why or why not?

11. How important do you think it is for the college to remain on the cutting edge of technology? (**<u>Prompts</u>**: Do you think most people in the county will eventually use a computer to access information about the college, enroll in classes, or even complete coursework through the college? Do you personally have a home computer? Have you or anyone you know ever accessed the college's Web page? Enrolled through the Web? Looked at the job openings at the college through the Web? How else could the college utilize technology to better meet the needs of Johnson County residents?

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ENVIRONMENTAL SCAN
COMMUNITY FOCUS GROUP SURVEY
Spring 1999

Please circle the number which most closely describes your level of agreement to each of the following:

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
1. JCCC does a good job of meeting the educational needs of county residents	1	2	3	4	5
2. JCCC does a good job preparing students for new jobs or upgrading their skills	1	2	3	4	5
3. JCCC offers a good variety of events in the college's theaters	1	2	3	4	5
4. JCCC should expand the use of technology to better meet the needs of county residents	1	2	3	4	5
5. JCCC should be offering more TV-type distance learning opportunities	1	2	3	4	5
6. JCCC should expand many of its programs and services to keep up with the growing Johnson County population	1	2	3	4	5
7. JCCC should offer more off-campus classes around the county	1	2	3	4	5
8. JCCC should advertise more so people know what's available	1	2	3	4	5
9. County residents as a whole think JCCC is doing a very good job	1	2	3	4	5
10. JCCC should charge more tuition to ease the burden on the taxpayers	1	2	3	4	5

Please use the back of this survey to offer any additional comments or suggestions which will assist us in meeting the needs of Johnson County residents. Thank you for your help!